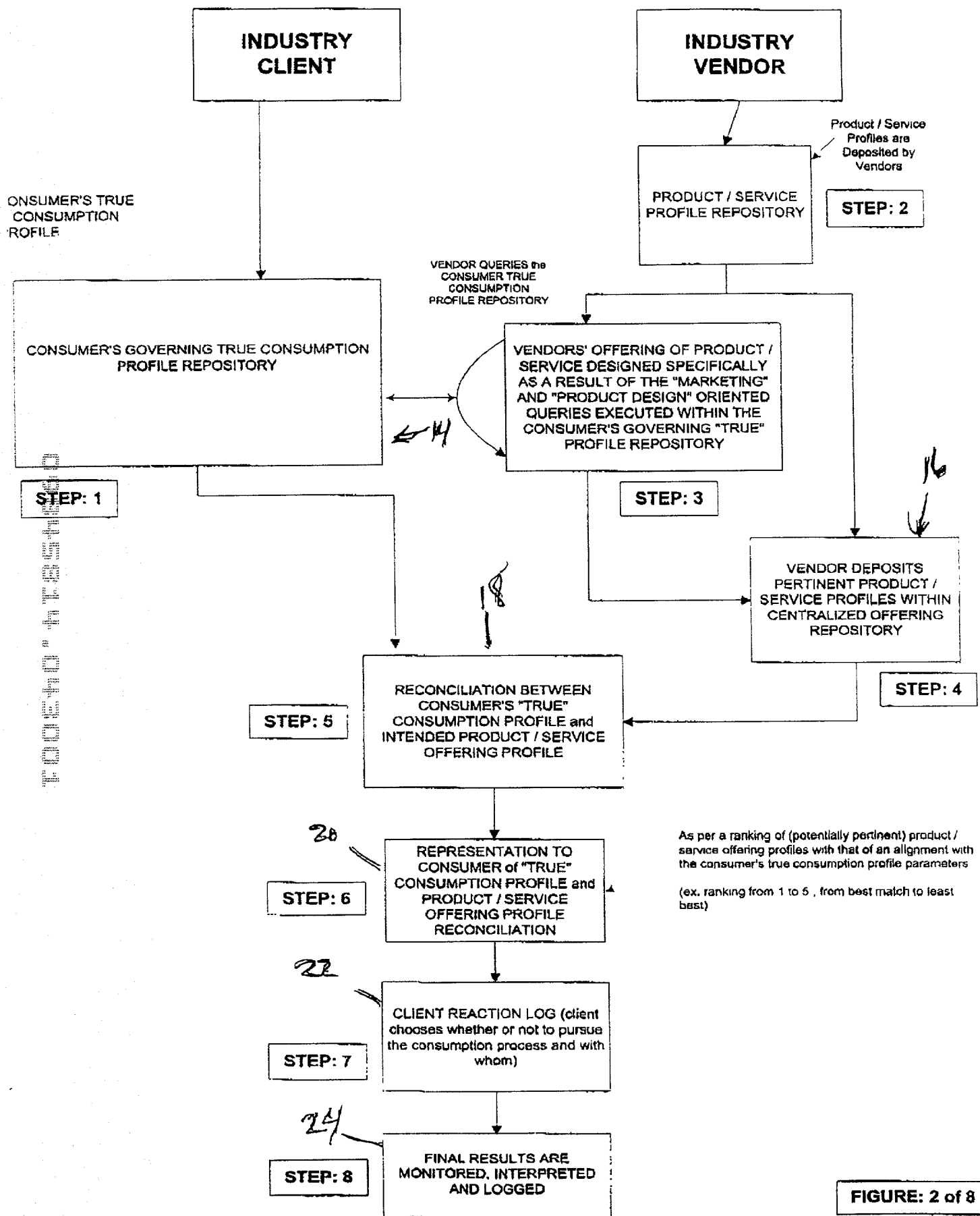


FIGURE: 1 of 8



**FIGURE: 2 of 8**

ALL OR PART OF THE STATED RESULTS MAY BE IMPORTED FROM AN ENTIRELY INDEPENDENT INDUSTRY'S "TRUE" CONSUMER CONSUMPTION PROFILE DATABASE

**CONSUMER'S GOVERNING TRUE CONSUMPTION PROFILE REPOSITORY**

INDUSTRY CLIENT

USER'S ACTUAL CONSUMPTION BEHAVIOUR BASED PROFILE

USER PERCEPTION BASED CONSUMPTION PROFILE

USER ACTIVITY DERIVED CONSUMPTION BEHAVIOUR PROFILE

11  
ESTABLISHING AN INITIAL GOVERNING GO-FORWARD CONSUMPTION BEHAVIOUR PROFILE AS PER A CONSUMER'S SELF-PERCEPTION  
  
(may involve the use of an industry specific questionnaire with specific modifications so as to establish a pertinent governing consumption profile)

113  
115  
USING HISTORICAL CONSUMPTION DATA

117  
TRACKING ACTUAL CURRENT AND FUTURE ACTIVITY CONSUMPTION BEHAVIOUR

119  
COMPARISON AND RECONCILIATION OF CONSUMER'S SELF-PERCEIVED CONSUMPTION PROFILE AND HIS ACTUAL CONSUMPTION DERIVED PROFILE

121  
REPRESENTATION TO CONSUMER OF EXISTING CONSUMPTION BEHAVIOUR PROFILE CONSISTENCIES AND INCONSISTENCIES

123  
RECORDING OF USER'S REACTION TO EXISTING PROFILE CONSISTENCIES AND INCONSISTENCIES

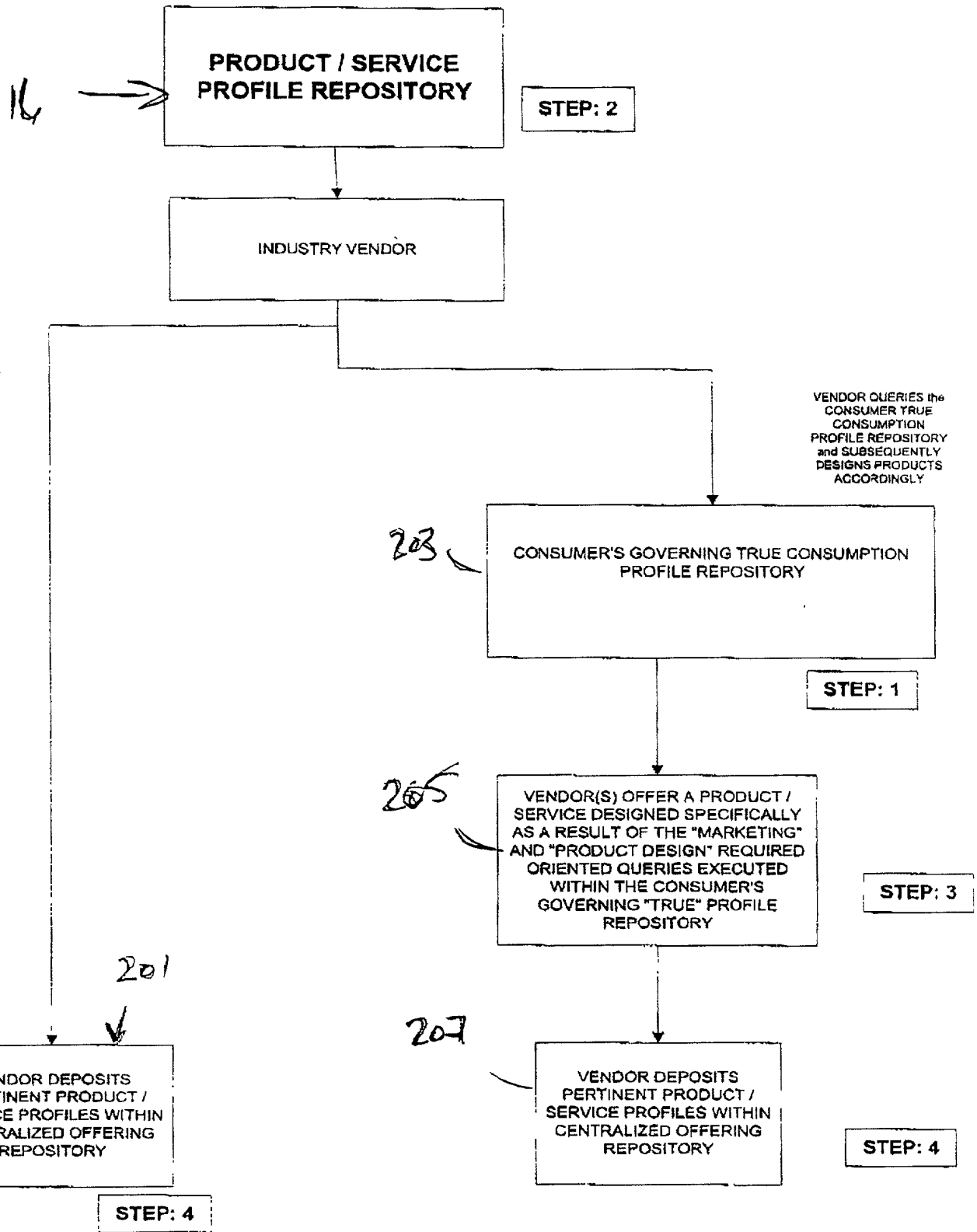
125  
ESTABLISHING OF NEW CONSUMER GOVERNING PROFILE (CONSUMER'S "TRUE" CONSUMPTION PROFILE)

127  
CONSUMER'S GOVERNING TRUE CONSUMPTION PROFILE IS FED INTO THE CENTRALIZED TRUE CONSUMPTION PROFILE REPOSITORY

UPON having reconciled the consumer's self-perceived consumption profile and his actual-consumption behaviour derived profile, as well as all behaviour reactions stemming from the representation of this reconciliation, the establishment of the consumer's "TRUE" consumption behaviour profile is enabled (replacing the initial go-forward governing consumption behaviour profile as per the consumer's initial self-perception), which in turn is to be referenced as the governing profile benchmark to which all future consumption behaviour within that given industry is to be compared to; once again until the time a revised and more timely "True" consumer consumption profile benchmark is warranted and instituted, and once again, the process repeats itself.

FIGURE: 3 of 8

**As per Existing  
Marketing and  
Attribute  
Specifications of  
Product / Service**



301  
303  
tools established

available, best to  
best ranking  
may be done  
according to existing  
qualification tools

305

STEP: 5

RECONCILIATION BETWEEN  
CONSUMER'S "TRUE"  
CONSUMPTION PROFILE and  
INTENDED PRODUCT / SERVICE  
OFFERING PROFILE

ENABLING OF A CONSUMER'S "TRUE"  
CONSUMPTION PROFILE TO SEARCH THE  
CENTRAL PRODUCT PROFILE REPOSITORY

(A)

AUTOMATED AND CONTINUOUS  
MONITORING AND COMPARISON OF  
CONSUMER'S TRUE CONSUMPTION  
BEHAVIOUR PROFILE AND POTENTIALLY  
PERTINENT PRODUCT / SERVICE OFFERING  
PROFILES

RANKING OF OF POTENTIALLY PERTINENT  
PRODUCT / SERVICE OFFERING PROFILES  
WITH THAT OF AN ALIGNMENT WITH THE  
CONSUMER'S TRUE CONSUMPTION PROFILE  
PARAMETERS

(ex. ranking from 1 to 5 , from best match to least best  
match)

REPRESENTATION OF THE RANKING  
OF BEST SUITED MATCHES AS PER  
AN ALIGNMENT WITH POTENTIAL  
REQUISITE PRODUCT / SERVICE  
PARAMETERS AND THAT OF THE  
CONSUMERS TRUE CONSUMPTION  
PROFILE PARAMETERS

(B)

UPON THE CONSUMERS PROMPTING of A  
SPECIFICALLY ORIENTED SEARCH, A  
COMPARISON AND RECONCILIATION  
BETWEEN CONSUMER'S "TRUE"  
CONSUMPTION PROFILE and INTENDED  
PRODUCT / SERVICE OFFERING PROFILE

RANKING OF OF POTENTIALLY PERTINENT  
PRODUCT / SERVICE OFFERING PROFILES  
WITH THAT OF AN ALIGNMENT WITH THE  
CONSUMER'S TRUE CONSUMPTION PROFILE  
PARAMETERS

(ex. ranking from 1 to 5 , from best match to least best  
match)

REPRESENTATION OF THE BEST  
SUITED MATCH AS PER AN  
ALIGNMENT WITH POTENTIAL  
REQUISITE PRODUCT / SERVICE  
PARAMETERS AND THAT OF THE  
CONSUMERS TRUE CONSUMPTION  
PROFILE PARAMETERS

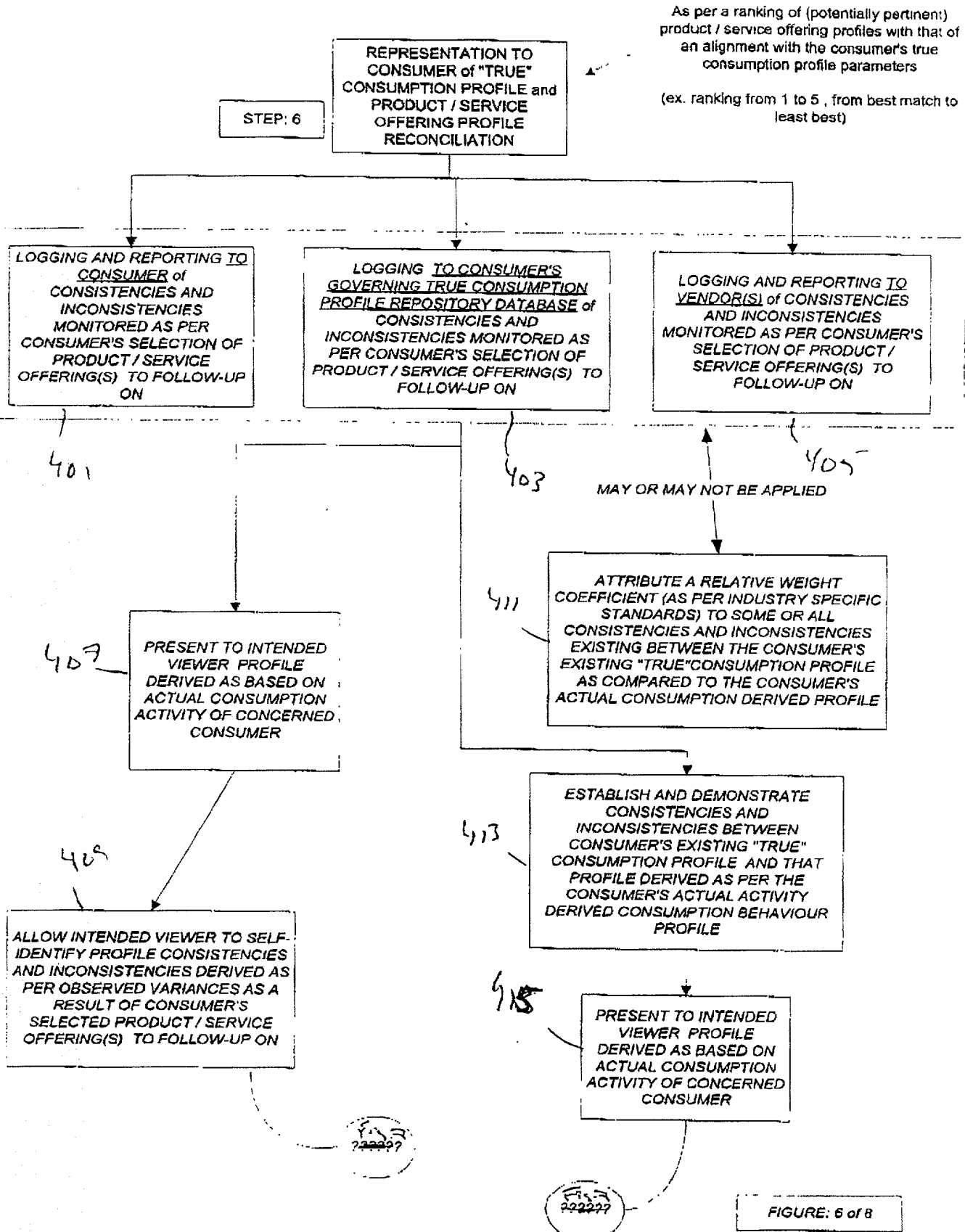
If available, best to  
least best ranking  
may be done  
according to existing  
qualification tools

PROMPTING OF CONSUMER  
UPON THE IDENTIFICATION  
OF POTENTIAL PRODUCT /  
SERVICE OFFERING  
RANKING

307

FIGURE: 5 of 8

FIGURE 6 of 8



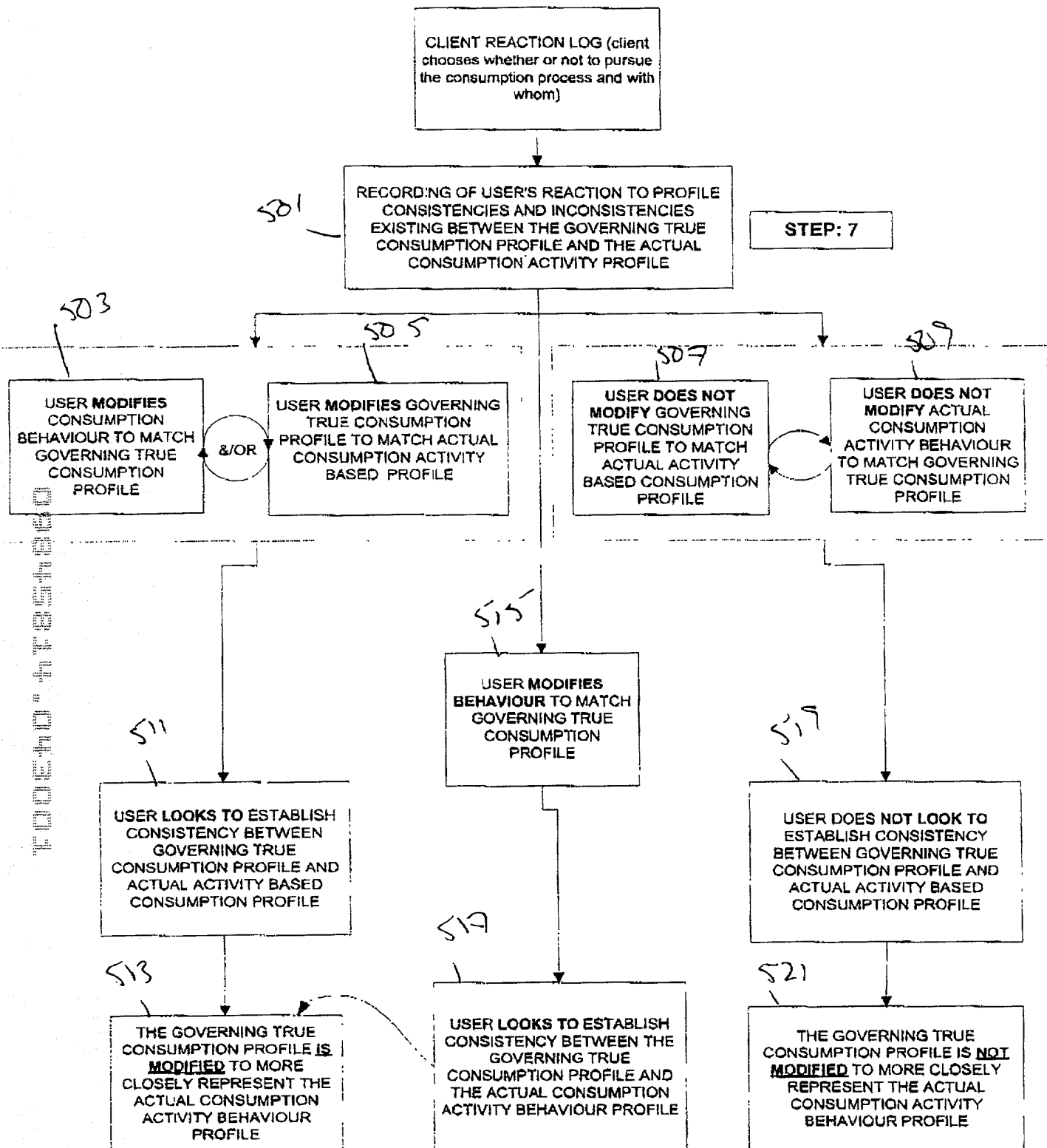


FIGURE: 7 of 8

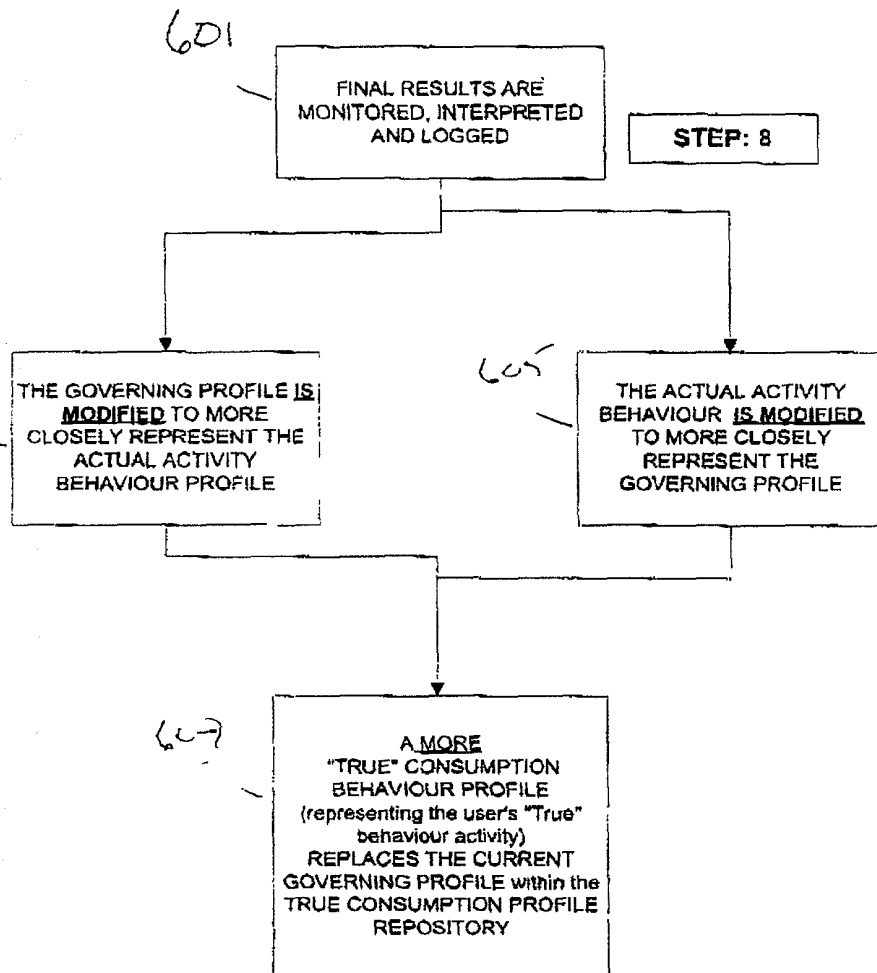


FIGURE: 8 of 8